MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

PGE0015 - GENERAL ENGLISH

(All sections / Groups)

1 June 2016
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 6 pages with 3 Sections only.
2. Answer **ALL** questions in the Answer Booklet.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: Read the following passage and answer the questions that follow.

The "Japanese Invasion": Anime's Explosive Popularity in the U.S.

For decades, a phenomenon has been rapidly growing within the U.S. society. This phenomenon has become a unique subculture. Japanese animation has taken the country by storm since its boom during the 90s with hit TV series like Sailor Moon, Dragon Ball Z and Pokémon. These series opened the floodgates for anime to permeate American society. In the 2000s, its popularity heightened and has **propelled** the Japanese government to request the aid of experts in Colorado in understanding the reasons behind North America's love for anime.

Christian Nutt, of Shojo Beat magazine once wrote, "Anime, a vibrant and action-packed style of animation that originated in Japan, offers a unique experience for those people raised on traditional Walt Disney flicks. It blends together a high-tech look, multi-dimensional characters, and fantastical worlds. It is an experience not to be missed."

At first glance, anime, which features hand drawn or computer animation, appears to be simply Japanese-style cartoons for children. However, anime, in fact, caters to a wide-ranging age demographic with a **plethora** of themes like love/friendship, comin-of-age, and good vs evil. Similarly, anime spans a variety of subgenres from fantasy and sci-fi to horror, romance and comedy.

These subgenres appear under the umbrella of two predominant anime genres: shojo and shonen - the former targeting a female audience with its focus on human, romantic relationships and emotions while the latter targets a male audience with plots characterised by action, male camaraderie and attractive female characters. Although these binary genres are virtually split between gender-based target audiences, both male and female viewers enjoy shojo and shonen content.

Dr. Ian Condry, a cultural anthropologist and Associate Professor of Japanese cultural studies at MIT, and one of the experts called upon to research the anime phenomenon in North America explained how "anime filled a space that was missing in American media for a long time—animation for teens and adults."

Indeed, the 1985 arrival of the sci-fi anime TV series, Robotech, demonstrated the versatility of Japanese animation. It portrays an older protagonist growing up in a world of extraterrestrial invasions and battle-ready androids. In an interview with Denver Post, writer Joe Nguyen and Kevin McKeever, Vice President of Marketing for Harmony Gold, which brought Robotech to the States, described the specific elements within this pioneering series that appealed to older audiences: "Robotech had serialized story lines and love triangles that rivaled the daytime soap operas. It is an animated soap opera with transforming giant robots."

Accompanying this emphasis on narration, anime exhibits a strong focus on character development; within the first few episodes of a series, a character's background, personality and role are introduced via storytelling techniques like inner monologues, dialogue or flashbacks. As a result, viewers quickly **acquaint** themselves with the characters, forming a bond that invites them to experience the characters' journeys, giving anime a vividly engaging effect.

Just as a novel inspires a film, an anime series is usually based on a manga- the comic book version of an anime. Just as a person may or may not read the novel that inspired a film, fans of anime may or may not read the manga upon which

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the animation is based. Shojo Beat Senior Editor Megan Bates offers a 'tasteful' analogy: "Manga and anime are kind of like peanut butter and jelly: Some people prefer just peanut butter on their bread, others indulge in jelly sandwiches, and the **vast** majority revels in the sweet, nutty combination. However, among fans there can be no argument that together or apart, the individual components are simply delightful. You really cannot think of one without the other coming to mind."

Although anime had existed in North America for decades before the 90's boom (the first Japanese animated feature to reach the U.S. being Panda and the Magic Serpent in 1958 followed by the well-known TV series Astro Boy in 1963), North American distributors of anime initially modified the content through extensive editing to fit more **seamlessly** with American culture. This practice of cultural modification minimised anime's foreign appeal, making it easier for Americans to approach, but once the population grew familiar with anime, its popularity began to increase and soon, many American fans sought the real deal, the original product.

This growing awareness of and desire for authentic Japanese culture prompted North American publishers to reconsider their initial actions. Though at first, manga distributed in the U.S. was switched to the American left-to-right reading format, in recent years, the comic books have been returned to their original Japanese right-to-left format. Additionally, North American distributors have advanced the accuracy of manga's language translation with translators now providing detailed glossaries after the story explaining any Japanese cultural references made by the mangaka (manga author). Anime too, is showing signs of progress towards authenticity.

"Dubs are getting so much better," remarks Evan Boucher, a University of Denver Computer Science major, an Asian Studies minor, and the President of the DU Anime Club. "Japan is becoming more aware of how important western sales are. They are translating and releasing titles faster than ever, which is good for both creators and consumers."

Through these changes, distributors are educating American audiences on Japanese culture and building a bridge between the two regions. "That half of the world is so different," responds Boucher when asked about the significance of this education and its consequent cultural connection.

"They have opposite solutions to religion, lifestyle, food, philosophy, and entertainment. It is really important to get that perspective, and it means that anime is always totally unique compared to anything else that you see in the U.S."

Adapted from Velasquez , B. (2013, September 15). The "Japanese Invasion": Anime's Explosive Popularity in the U.S. Retrieved from http://asianavenuemagazine.com/2013/anime/

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Question 1: Contextual Clues (5 marks)
Instructions: Based on the passage, provide a word or phrase that best defines each of the following words.

a) propelled (line 6)

b) plethora (line 15)

c) acquaint (line 40)

d) vast (line 48)

e) seamlessly (line 55)

Question 2: True-False Statement (5 marks)
Instructions: For each statement, write **TRUE** if the statement is true and **FALSE** if the statement is false.

a) Japanese government had trouble understanding the reason why Japanese anime is so popular in America.

b) Anime in the sub-category of Shonen may not appeal to women who preferred romance.

c) Dr. Ian Condry believes the success of anime is mainly because it appeals to women and men alike.

d) Robotech is a prime example of American anime inspired heavily by Japanese culture.

e) The awareness and desire of authentic Japanese culture has resulted in translation of Japanese anime text coming to a complete halt.

Question 3: Comprehension (15 marks)
Instructions: Answer the following questions in complete sentences.

a) According to Dr Ian Condry, what is the reason Japanese anime is so popular in America? (2 marks)

b) Explain the history of existence of Japanese anime in America. (4 marks)

c) In your own words, explain the peanut butter and jelly analogy by Megan Bates. (2 marks)

d) Why are viewers able to engage and bond so well with the characters of anime? (3 marks)

e) Describe the evolution of content editing of Japanese anime in America. (4 marks)

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SECTION B: GRAMMAR [15 MARKS]

Question 1: Verb Tense Consistency (5 marks)
Instructions: This extract contains five errors in verb tense consistency. Identify and correct the errors as illustrated in the example.

No.	Line	Error	Correction
0	2	seemed	seem

The incredible machine

Everyone has a favourite attraction at an amusement park, and I am no different. However, unlike most people who seemed to prefer rollercoasters, my favourite ride is a little gentler. Every time I go to an amusement park, I absolutely have to ride the Ferris wheel.

The Ferris wheel can be simple and complex at the same time. Riding it is simple and easy. However, when it comes to its mechanic structure, a Ferris wheel can be very complicated. It starts with a series of carts attached to a wheel, which is attached to a rim. That rim is rotating vertically around an axis, and gravity keeps the carts upright. As simple as the ride seems, only advanced engineers can make safe and fun Ferris wheels.

Although a Ferris wheel is not as thrilling as a rollercoaster, it is still very exciting. The fact of being high in the air makes it so much more entertaining than any other rides. I mean, how often do you hang from that high up in daily life? Nevertheless, I have to admit that I do not seek Ferris wheels out because of their excitement, but I find them rather very relaxing.

The first Ferris wheel was made by and named after George Washington Gale Ferris, Jr. He has been designing it for the Chicago World's Fair in 1893. It was the tallest attraction there, standing at 264 feet high. However, visitors to the fair were impressed by the size of the ride as well as the mechanics of it. In 1893, anything that was not turned by hand was considered a sight to see. And the wheel, which was a machine, was truly incredible to see. Further, as one visitor put it, the wheel was amazing because even though it seems to be missing support and did not look like it could stand on its own, yet it did and even rotated!

Ferris wheel technology will have improved since then. Most of today's Ferris wheels are much larger than that first one. The largest in the world is the "Singapore Flyer," which was standing slightly taller than twice what Ferris's did! Today, the Ferris wheel is the most common amusement park ride, but that does not mean you should take them for granted. Instead, be thankful for Ferris' invention. The next time you are at an amusement park, do not just look up at the impressive wheel in the sky on your way to a newer attraction. Take it for a spin!

Adapted from (2012) The incredible machine. Retrieved from: http://www.englishforeveryone.org/PDFs/7_The_Incredible_Machine_Free_Sample.pdf

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Question 2: Verb Tenses (10 marks)
Instructions: Fill in the blanks with appropriate usage of tenses for the words in the brackets.

Example: The Jolly Green Giant, Morris the Cat, Tony the Tiger, and the legendary Marlboro Man **(0) are (be)** examples of the Leo Burnett agency's talent for giving a product an image that endears to the consuming public.

Leo Burnett Company, Inc.

No other advertising agency in the world has created so many memorable and marketable "product characters" as Leo Burnett Company, Inc. The Jolly Green Giant, Morris the Cat, Tony the Tiger, and the legendary Marlboro Man (0) _____ (be) examples of product characters that the Leo Burnett agency's talent has created.

Currently, the Chicago-based Leo Burnett Company (1) _____ (be) the 10th largest advertising agency in the world. Ironically, the firm (2) _____ (make, never) growth as one of its major priorities. Instead, it tends to take a more conservative approach to the business of advertising. It (3) _____ (concentrate) on winning a few "blue chip" accounts and keeping them for decades. Then, as the business and advertising expenditures of its clients expand, Leo Burnett also grows.

This approach to advertising is the characteristic of the company's founder. Born in Michigan, on October 21, 1891, Leo Burnett (4) _____ (attend) the University of Michigan where he graduated with a degree in journalism. After college, he obtained a position with Cadillac as the editor of an in-house publication and then (5) _____ (become) advertising manager in 1919. Later, he worked at Homer McKee Advertising in Indianapolis. In 1930 he was hired away from McKee by Erwin Wasey & Company of Chicago to assume the position of vice-president. Leo Burnett (6) _____ (work) for Wasey & Company for five years before he left that company to form his own agency.

When Burnett first started his business in August 1935 he had a staff of eight, and a bowl of apples on each desk in the reception lobby. The agency's only client (7) _____ (be) the Minnesota Valley Canning Company, which had formerly been with Leo Burnett's old firm. It (8) _____ (move) over to the fledgling Burnett agency because the management at Minnesota Valley liked Leo Burnett personally.

Although Leo Burnett has been dead for several decades, his presence is still felt at the agency. Bowls of apples still grace office desks and (9) _____ (grace) them for the next few decades. His picture-a bald man with sloped shoulders, double chin, and a formidable lower lip, wearing a crumpled suit- hangs in every office, of which there are 38 in more than 32 countries. His words, "Steep yourself in your subject, work like hell, and love, honor and obey your hunches," (10) _____ (influence) many staff members' work in the agency.

Adapted from Leo Burnett Company, Inc. History. Retrieved from: http://www.fundinguniverse.com/company-histories/leo-burnett-company-inc-history/

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SECTION C: WRITING [20 MARKS]

Instructions: Study the charts below. Write a report on the sales of tickets by Silver Screen Cinemas and TBO Cinemas. Relate this information to the box office movies released in the same period of time. You should write between **150** to **200** words.

Figure 1: Ticket sales of Silver Screen Cinemas and TBO Cinemas from January to December

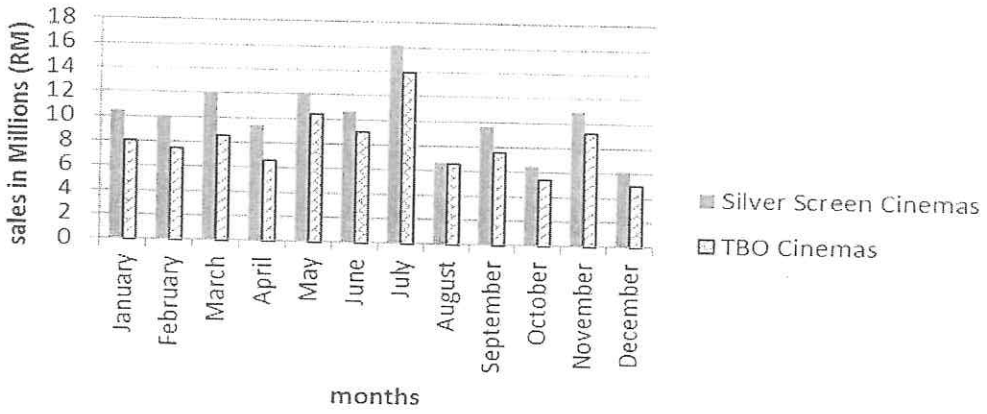

Figure 2: Box Office Movies Released between January to December.

Months	Box Office Movies Released
January	1) Taken 3 2) Paddington 3) The Wedding Ringer
February	1) SpongeBob Movie: Sponge Out of Water 2) Fifty Shades of Grey 3) Kingsman: The Secret Service
March	1) Cinderella 2) Divergent Series: Insurgent 3) Run All Night 4) Home
April	1) Furious 7 2) Paul Blart: Mall Cop 2
May	1) Avengers: Age of Ultron 2) Pitch Perfect 2 3) Poltergeist 4) Tomorrowland
June	1) Insidious: Chapter 3 2) Jurassic World 3) Inside Out
July	1) Terminator: Genisys 2) Minions 3) Ant-Man 4) Pixels 5) Mission: Impossible - Rogue Nation
August	1) Fantastic Four
September	1) A Walk in the Woods 2) Maze Runner: The Scorch Trials
October	1) Bridge of Spies
November	1) Spectre 2) The Hunger Games: Mockingjay Part 2 3) The Good Dinosaur
December	1) Alvin and the Chipmunks

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